

Utah Department of Community and Economic Development

www.dced.state.ut.us



Annual Report FY 2000

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Executive Summary

*T*he Business and Economic Development Division has seen a dramatic increase in activity, especially in expansion and retention of Utah companies. The Industrial Assistance Fund (IAF) and other incentives are in greater demand than ever before. In FY 2000, loan requests to the IAF were at an all-time high, both from existing businesses wishing to expand and new companies relocating to Utah. International business executives are seeing an increasing number of foreign delegations interested in exploring Utah's business climate. The state's economy has been the beneficiary of this activity.

The State Ethnic Offices worked together on the U.S. Census 2000 "Be Counted" campaign, to ensure that all ethnic residents of Utah were counted. The offices continue their outreach efforts in assisting, educating, and advising the community of ethnic issues in the state.

The Division of Indian Affairs was very active in FY 2000, facilitating positive relationships and dialogues between Utah tribal leaders and state government. Other highlights include the American Indian Economic Development Summit and the successful fund-raising efforts for the Circle of Wellness, a cultural facility for Native American citizens of Utah.

The last year has seen an intensified commitment to customer service on the part of staff of the Community Development Division. Six managers completed their Certified Public Management Courses while individual program teams made real progress in program integration and strategic planning. The Division faces the new year re-energized for the continued challenge to excel, intent on again making a positive difference in the lives of thousands more Utahns.

At the Utah Arts Council, several long-term projects are nearing completion, including the renovation of the Chase Home in Liberty Park. Much of Arts Council's activity continues to center around outreach programs that reach every part of the state. More arts organizations, especially those in rural areas, are seeking to expand and are in need of financial support, at a time when the grants program has seen its funding level decrease.

The Division of State History served thousands of constituents in FY 2000, demonstrating an increased awareness of Utah's history. Major projects for the year included the publication of a set of twenty-nine volumes of county histories a redesigned website, and the placement of a special Olympic stone on the Governor's Mansion.

The State Library Division increased customer numbers as the division reached out to help local libraries increase Internet access to residents. The Regional Library for the Blind services customers throughout the West, and is seeking to improve its quality and reach.

Travelers from all over the world are converging on the Utah Travel Council's website and phone lines, interested in visiting the state which will host the 2002 Olympic Winter Games. The website (www.utah.com) attracted over 2 million visitors. In preparation for 2002, the Utah Media Center has begun operation, housed at the Travel Council. The Center will assist journalists before, during and after the Games.

Executive Director's Message



Our eye is on the prize. That prize is a better quality of life for the citizens of Utah now, and in the future. How are we doing this? Let me give you some examples:

- **Creating careers for the New Economy:** We don't simply want to create jobs for our children. We want them to have careers. Our business and economic development division is focused on innovative ways to attract, retain and nurture quality companies that bring higher-than-average salaries.
- **Creating a quality of life in every community in Utah:** Every community, no matter how large or small, has residents that use our housing assistance and homeless programs. The infrastructure of our towns and cities is being constantly improved through grants administered in our Community Development division.
- **More quality of life:** Quality of life means more than just having a great job. It means having access to the arts, libraries, museums and historical perspective that is enhanced through these divisions.
- **Generating revenue:** Our Division of Travel Development (Utah Travel Council) is focused on its primary goal of increasing tourism revenues across the state. In a different way, the Film Commission is directly responsible for millions of dollars in revenue generated by filmmakers who use Utah as their backdrop for ads, television series and major motion pictures.
- **Teamwork:** You can see by our makeup that we are the most diverse agency in state government. We also have a relatively small staff and budget. Teamwork within our department, with the private sector and other agencies of federal, state and local government is essential to providing the best payback to the taxpayers of Utah.

Our department is poised to fully embrace the opportunity of Salt Lake City playing host to the 2002 Olympic Winter Games. Our goal is to help extend economic prosperity well beyond 2002, and create a long-term prosperity that extends to all citizens of Utah for years to come.

David B. Winder
Executive Director

Division of Business and Economic Development

www.dced.state.ut.us/dbed/welcome.htm



I look out my window and see the forest of cranes in the midst of construction projects all over the city, and I am reminded of how good the Utah economy is now. The Utah Division of Business and Economic Development is proud to have had a hand in some of the state's economic success.

I've also been in this business long enough to know that there are days ahead when times may not be so great. This is why the division is working hard to fill the pipeline with contacts and projects that will fill those office and commercial buildings in the future.

We are working to take advantage of the increased exposure from the 2002 Olympic Winter Games by making contacts around the world. The division has assembled an "Olympic Legacy" program to focus our marketing energies on capturing those opportunities.

We will be partnering with private industry to invite business executives and dignitaries from throughout the world to come to Utah and participate in a number of events including venue tours, pre-Olympic events, and winter sports activities. Our hope is that while they are here, they will not only be captivated by the state's beauty but will also learn about our business climate.

We will also work with other nations to gain access to international business leaders and important government officials. The importance of cultivating relationships with foreign government officials cannot be overemphasized. In many nations, the proper protocol for interacting with businesses is through introductions provided by these officials.

We are contacting international advertising agencies, media representatives, and corporate sponsors of the games to encourage them to utilize Utah film production services and personnel whenever possible.

Finally, we are working with Utah shop owners, crafters, and artisans to develop the "Heritage Highway." It will provide tourists with a "hands-on" experience in our culture and artistic heritage and give Utah crafters an outlet for their products and talents.

I am excited about Utah's future. With careful planning and execution, the Division of Business and Economic Development will be able to take advantage of increased exposure to share Utah's story with a larger number of business executives around the world.

Richard Mayfield,
Director

Business Development

www.dced.state.ut.us/arts

Although there are many aspects to expanding Utah's economy, most of it is home grown. Eighty percent of the jobs that are created every year in the state come through the growth and expansion of existing businesses. These companies are the life-blood of Utah's strong economy.

Highlights

- **Olympic Initiatives:** Leading up to the 2002 Olympic Winter Games in Salt Lake City, the Business Development program plans to partner with Utah businesses to assist them in marketing the state to their customers and suppliers. The aim is to promote Utah as a "great place to do business." The Business Development program is also hosting tours of Olympic venues and participating in pre-Olympic events to showcase Utah's positive business climate.
- **BEAR Program:** The Business Expansion and Retention Program works to maintain Utah's existing business base and to assist those companies with expansion plans. The Business Development staff coordinated with local economic development officials to visit an average of seventy businesses per month during fiscal year 2000. The team focuses on the needs of those firms to assure they are satisfied with the business environment in Utah. The Business Development staff has also stood ready with assistance and resources for those companies desiring to expand.
- **Utah Small Business Development Centers:** This partnership among the Business Development program, the Small Business Administration, and local colleges and universities resulted in:
 - 2,279 Utah business owners counseled in 1999
 - 323 business training seminars held statewide
 - NX Level training for existing and start-up businesses
 - 12 centers serving businesses throughout the state
- **Utah Heritage Highway:** The Business Development Office dedicated one staff member full-time to serve as the Executive Director of the Utah Heritage Products Alliance. This non-profit group was formed to promote the southern section of U.S. 89 as the West's premier destination for buying heritage products, with the ultimate goal of building the area's business base. A kick-off celebration was held in May, and numerous local, regional, and national media outlets published and aired features on the concept of fostering economic development through the creation of "heritage corridors." The Alliance has now hired its own executive director, after receiving legislative funding.

- **Enterprise Zone Administration:** Enterprise Zones offer tax credits for job creation and investment in plant and equipment by businesses locating their boundaries. Twelve new zones were designated during fiscal year 2000 increasing the total to thirty-one zones statewide. Enterprise Zones are key elements in helping rural Utah to market itself for business development.
- **Rural Issues:** The office partners with the Utah Rural Development Council and the Rural Summit to promote rural Utah as a good place for business growth.
- **Recycling Market Development Zones Administration:** Recycling Market Development Zones offer tax credits to recycling businesses for investment and job creation. There were \$13.3 million in new investments and 14 recycling zones designated statewide during fiscal year 2000. Marketing efforts included technical assistance, recycling business assistance through Environmental Protection Agency grant program, and various workshops and conferences.
- **Statewide Economic Development Professional Training Program:** Training opportunities were provided for local economic development professionals in partnership with the Utah Alliance for Economic Development and Utah Small Cities. Six training sessions were held around the state during fiscal year 2000.

Partnerships

The Business Development Office partners with several important organization in its efforts to grow Utah's economy. Key alliances include: Mountain West Venture Group, Utah Information Technology Association, Utah Life Sciences Association, Utah Business Resource Network, Chambers of Commerce statewide, Custom Fit Training program, and the Vest Pocket Coalition of Utah.

Mission

The Business Development program promotes the vitality, expansion, and retention of Utah businesses.

Film Commission

www.dced.state.ut.us/film

Utah has long been a favorite spot for filming Hollywood movies, television shows and commercials. Utah ranks as one of the top ten locations in the United States for film production. From classic westerns to science fiction, every genre of movie has been shot in the state.

- *At \$116.6 million, fiscal year 2000 marked the fourth consecutive year that film production in Utah has contributed more than \$100 million to the state's economy.*
- *Another \$36.2 million was spent in the Park City area over ten days by attendees and other visitors during the 2000 Sundance Film Festival, sponsored annually by the Utah Film Commission.*

Highlights

- **Film Production:** Eighteen feature films were shot in Utah in fiscal year 2000. They include *Mission Impossible II*, *The Way of the Gun*, *Squelch*, and *Anasazi Moon*.
- **Television Production:** CBS' *Touched by an Angel* returned for its sixth season of highly rated episodes. Another program filmed in Utah was *Huntress*, a pilot aired on the USA network.
- **Bureau of Land Management:** Assisted in re-drafting BLM training materials for filming on location and co-presented during two-day televised seminar for BLM district offices throughout the United States on facilitating film permitting for location production.
- **Intergovernmental and Private Industry Partnerships:** Coordinated meetings between public and private officials to develop filming policies throughout Salt Lake and Tooele counties.
- **Legislature, Tax Commission, County Officials:** Coordinated the participation of various parties to correct the Transient Property Tax issue with respect to motion picture equipment with representatives from the legislature, film industry, Tax Commission, county assessors, county officials, and the Salt Lake Organizing Committee.
- **Utah Film Commission/Olympic Partnership:** Met with officials of the 2002 Winter Olympic opening and closing ceremonies to encourage the use of Utah professionals and support services. Contacted all advertising agencies representing Olympic sponsors. Sponsors have begun filming commercials in Utah for the 2002 Olympics. The Utah Film Commission is assisting NBC, ISB, and other entities working on the Olympic broadcast and ancillary film and television projects.

- **Official Sponsor:** International Sundance Film Festival held in Park City. Sixteen thousand industry representatives visited the state during the ten-day festival. Utah Film Commission representatives met and worked with filmmakers throughout the festival.
- **Presentations:** Created a short video presentation showcasing motion picture industry. Multiple presentations were made to groups throughout the state including the National Association of Women Business Owners, Salt Lake Area Chamber of Commerce, Rotary Clubs, and the International Association of State and City Treasurers.
- **Communication/Public Relations:** Created and mailed Utah film industry newsletter to over 2,000 crew and support services. Created new Utah Film Commission Web site. Multiple interviews were conducted for local, national, and international media. The Utah Travel Council scenic calendar was sent to 2,200 potential and former clients. A dinner was hosted for the forty top television production executives in Los Angeles.

Mission

The Utah Film Commission markets the entire state as a location for film and commercial production and promotes the use of Utah support services and professionals.

Incentive Funds

www.dced.state.ut.us/iaf

In May 2000, Tenfold Corp. announced it had chosen Utah as the site of its planned expansion which would create 1,000 new jobs. The Salt Lake City-based technology company, which provides scalable software applications that run companies in a number of large industries, chose our state over Silicon Valley for its expansion. The keys were our quality of life, reasonable costs, a well-trained labor force, and a loan from the Industrial Assistance Fund. “We believe Utah is a great fit for a company like TenFold,” said company CEO Gary Kennedy.

Highlights

During fiscal year 2000, the climate for incentive programs accelerated appreciably. Evidence of this is the funding of seven loans in eight months totaling \$3.9 million. The following chart shows the loans approved during the year:

<i>Program/Company</i>	<i>City</i>	<i>Loan Amount</i>	<i>New Jobs</i>
Rural Loan Program			
Gossner Foods	Logan	\$300,000	150
Cerro Copper	Cedar City	\$200,000	100
Great Lakes Cheese	Fillmore	\$350,000	175
Targeted Industry Program			
Fresenius	Ogden	\$525,000	350
TenFold	South Jordan	\$2 million	1,000
InFlow	South Jordan	\$35,000	50
Corporate Loan Program			
Ingenix	Salt Lake City	\$500,000	500
TOTAL		\$3.9 million	2,375

The Industrial Assistance Fund program has also:

- Provided higher level of customer service by visiting various IAF customers during the year.
- Funded more job-creating opportunities in less time than in any other period of the history of the fund.

- A one-year sunset provision on inactive loan commitments.
- A streamlined application and contract process to improve customer satisfaction.
- Emphasis on the need for full financial disclosure by companies before receiving consideration of applications.

Rural Economic Development

Economic development in rural Utah remains central to the state's development activities. Fiscal year 2000 was a banner year for this focus. Loan/grant commitments to companies expanding in rural Utah totaled \$850,000. This represents the greatest number of rural loans approved in a single year in the history of the IAF. Indications are that this increase in activity in the Rural Loan Program will continue in the foreseeable future. The Utah Incentive Funds program is making every effort to continue this emphasis on rural Utah.

- The IAF has taken a proactive position in finding and locating businesses to expand in rural Utah. New expansion or relocations include the following companies which plan to add more than 400 new jobs to rural Utah's economy:

Cerro Copper
Gossner Foods
Great Lakes Cheese

Community Economic Development Project and Waste Tire Recycling Funds

No grants or loans were made from the Community Economic Development Fund. Recent legislative changes require new guidelines and operating policies which will be created by the Utah Incentive Funds in fiscal year 2001. The Waste Tire Recycling fund was sunset on July 31, 2000.

Mission

The Utah Industrial Assistance Fund is a \$10 million revolving fund created to bring high-paying quality jobs to the state. The statute has been amended over the years so that the program now encompasses three programs: Rural, Targeted Industry, and Corporate.

The mission and goals of the IAF are to best serve Utah taxpayers through:

- Making highest and best use of limited IAF funding.
- Working toward achieving the original intent of the IAF legislation to create a "revolving loan fund."
- Insuring that all parts of Utah, particularly rural areas, receive the benefits of the Incentive Fund programs.
- Supporting Division of Business and Economic Development efforts for the 2002 Olympic Winter Games.

International Business Development

www.utahtrade.com

Utah's international partnerships result in a \$4 billion impact on the state's economy. The International Business Development Office helps Utah companies expand in the global marketplace by partnering with organizations in 25 countries that represent over 80 percent of the world's economy and population.

Highlights

More than 1,250 of Utah's most prominent business people attended the Utah Global Business Network Reception during "International Week."



Networking at the Global Reception

- The International Business Development Office sponsored the reception, where Utah's business leaders had the opportunity to meet with foreign dignitaries and trade executives representing more than thirty countries.
- The international emissaries met one-on-one with representatives from Utah companies, establishing new relationships that lead to expanded international markets and trade opportunities for Utah businesses.

Utah became the first state in the nation to open direct trade links with India.

- The International Business Development Office facilitated the agreement and representatives traveled to India with Lt. Governor Olene Walker, who named a Utah trade counselor to that country.
- Exports between Utah and India are approximately \$4 million. This agreement is an important first step in strengthening trade links with India in information technology, education, mining, and tourism.



International Business Development director Dan Mabey and Lt. Gov. Olene Walker join Indian officials in opening trade ties between Utah and India.

- **Seminars for Utah's Business Leaders:** More than 1,500 Utah companies participated in training seminars aimed at making it easier to do business abroad. The sessions focused on topics such as doing business in various countries, information about the new European currency, the Euro; and export seminars for Utah companies.
- **Utah Ambassador Visit Initiatives:** This year, nearly 500 Utah business leaders participated in one-on-one meetings with international trade officials. The International Business Development Office hosted ambassadors and trade officials from key countries to learn about Utah and its businesses. Key countries included Canada, Taiwan, Thailand, South Africa, Vietnam, Japan, Mexico, South Korea, New Zealand, Ukraine, Germany, Egypt, and China.
- **Trade Delegations:** More than 500 Utah business leaders took advantage of the opportunity to introduce their business and further develop foreign trade expansion opportunities. The International Trade Office planned, promoted, and produced, with foreign partners, twenty-seven trade delegations.
- **Trade Shows:** 149 companies joined the International Office in sharing booths at ten of the world's top trade shows, including those in Germany, Mexico, Cuba, South Korea, Israel, Brazil, China, Taiwan, and the United States.
- **Certificates:** The International Business Development Office produced and notarized 2,023 Certificates of Free Sale for foreign governments on behalf of Utah companies, which are requirements of many countries for companies to export products there. This is especially important to Utah's growing health supplement industry.

Olympic Initiatives

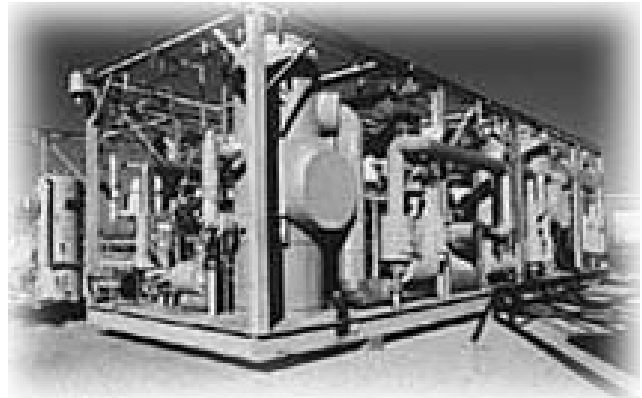
- **The Global Country Center Initiative:** Encourages foreign countries to include value-added trade development centers before, during, and after the 2002 Winter Olympic Games. The centers will provide a forum for business receptions, trade mission exchanges, and business networking seminars.
- **International Business Partnership Initiative:** This initiative provides opportunities for Utah businesses to capitalize on the awareness of the 2002 Winter Olympics. The Utah International Business Development Office has created a partnership with Utah companies to invite targeted business, trade, expansion, and investment partners to Utah for a two-day pre-Olympic "behind the scenes" VIP tour, a business luncheon, and a series of working meetings with host Utah businesses.
- **Corporate Relocation Initiative:** Similar to the International Business Partnership Initiative, the Corporate Relocation Initiative is designed to directly target and market foreign relocation and investment in Utah.

Successes



Young's Machine Company of Monticello attended the Expo Minera '99 tradeshow in Acapulco, Mexico with International Office representatives. The contacts made at the show by company president Steve Young resulted in additional truck orders and new sales in Mexico. Young's Machine Company manufactures specialized mining equipment, personnel carriers, haulage trucks, and lube trucks. (www.youngsmachine.com)

During Governor Leavitt's trade mission to South America, the International Office arranged meetings in Argentina for Mike Redd, CEO of **Redd Corp.**, an engineering and project management firm. The meetings resulted in contracts for the construction of skid-mounted modular oil refinery processing plants. Redd Corp. of Salt Lake City has constructed over ten processing plants around the world. (www.reddgroup.com)



Mission

- Develop and expand foreign markets for Utah goods and services.
- Increase level of exports and number of exporting companies.
- Attract foreign investment to build Utah businesses and communities.
- Increase citizen awareness and use of the International Business Program resources

National Business Development

www.dced.state.ut.us/national

*C*reating Careers.... Not just jobs.... For the New Economy

<i>Wanted:</i>	<i>500 Utah employees</i>
<i>Positions:</i>	<i>Health care information services</i>
<i>Average salary:</i>	<i>\$56,000</i>

National Business Development coordinated the establishment of a new headquarters in Salt Lake City for Ingenix, a leader in health care information services. This relocation will help in our goal to create a "cluster" of high-tech companies with excellent salaries.

Highlights

Cr e a t i n g v a l u e - a d d e d j o b s f o r r u r a l U t a h

- **Cedar City:** Cerro Copper makes a \$50 million investment in a new plant. The nation's largest supplier of copper tubing chose southern Utah with the aid of National Business development professionals. Iron County residents will see hundreds of new jobs, with the opportunity for further expansion as Cerro's Asian market continues to grow.
- **Uintah Basin:** A partnership initiated by National executives brought together the Ute Tribe and Oracle Corp. to create a new information technology company to pursue software service contracts with the federal government. The impact in this economically-depressed section of Utah will be substantial. The partnership, a spin-off of the BRAVO (Building Rural America Venture Opportunities) includes Uintah and Duchesne counties.
- **NASA/Venture Star:** Utah is competing to be one of the finalists in this next-generation space shuttle program. National has organized several counties to compete for this venture, which could produce significant capital investment and hundreds of high-paying jobs to rural Utah.

M e e t i n g t h e C h a l l e n g e o f t h e F u t u r e

- **Corporate Executives:** The National team is aggressively targeting site location consultants and corporate execs. This focused effort brings key decision-makers to Utah to consider expanding or relocating their companies. This effort will be increased as we build on the opportunity of Salt Lake City hosting the 2002 Olympic Winter Games.

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- **Utah-Silicon Valley Alliance:** The National Business Development Office is instrumental in supporting and implementing the state-wide initiative to bring expansions of Silicon Valley high-tech companies to Utah.
 - **Training/Consulting:** National representatives assisted Business Development with training sessions for county economic development planners. The representatives have an on-going relationship with these planners in helping them with infrastructure and other elements necessary to attract economic development.

Mission

National Business Development recruits quality companies to expand or relocate to provide high-paying jobs for citizens of Utah.

Procurement Technical Assistance Center

www.dced.state.ut.us/procure

Starting a successful business is one of the most challenging endeavors a person can undertake. The Procurement Technical Assistance Center serves small business owners and entrepreneurs, helping them compete for contracts and expand their customer base.

Highlights

- **Diversity of Service:** The center maintains a client base of nearly 700 businesses. From construction firms to manufacturing companies to the service industry, the center serves business owners from a broad spectrum of industry sectors.
- **Contracts:** Utah companies competed for and were awarded 875 contracts, up from 696 the previous fiscal year. Those contracts had a value of approximately \$200 million.
- **Business Training:** Procurement Technical Assistance Center staff participated in 32 conferences and training seminars, where staff conducted training sessions and provided information to more than 2,500 business people.
- **Aerospace Trade Shows:** The center sponsored booths at three of the world's most prominent aerospace technology trade shows, allowing six Utah companies to attend at a reduced cost. At trade shows, Procurement Technical Assistance Center staff facilitate networking opportunities between Utah companies and premier industry representatives.
- **Utah Supplier Development Conference:** The Utah Supplier Development Conference provides an opportunity for Utah's small businesses to network and acquire contracts with big business, private enterprise, and government agencies.

Comments from Satisfied Clients

"Attending the aerospace trade show not only allowed us to promote ourselves to industry leaders, it also sends the message that collaborating with states is beneficial to both parties. Developing relationships and fostering teamwork is the key to success. ARINC's relationship with the Procurement Technical Assistance Center has opened the door to many new potential business opportunities."

-Bob Lewsen
ARINC, Inc.

“Recently we won a Small Business Innovation Research contract from the U.S. Air Force, which enabled my company to create new jobs in Utah. UPTAC provided good suggestions on preparing the proposal. UPTAC’s community contacts provided guidance in negotiating the contract. UPTAC has been a valuable resource to my company.”

-CogniTech Corp.,
a developer of software for Web-based systems



Clients receive personal attention at the Procurement Technical Assistance Center

“The Utah Supplier Development Council workshops were presented with topics to help those attending and I came away definitely enlightened and assured my time had been well spent many other small businesses gained information to assist them in running their businesses. The Procurement Technical Assistance Center is very good at helping businesses make the right connections.”

-Marilyn W. Tang, President
Certified Handling Systems

“I specially wish to thank UPTAC for guiding us through numerous procurement questions and tasks that we have.”

-American Environmental and Engineering Consultants;
a woman-owned business in Salt Lake City

Mission

The Utah Procurement Technical Assistance Center helps Utah businesses in their efforts to compete for and win contracts. UPTAC’s expertise is in federal, state, and local government and commercial

Technology Development

www.dced.state.ut.us/techdev

A number of companies that had their origins in centers technologies are now publicly traded in the stock markets. One is **Myriad Genetics Inc.** (www.myriad.com), which is involved in the identification of cancer-causing genes and therapeutic drugs. Another is **Sonic Innovations Inc.** (www.sonicinnovations.com), a manufacturer of digital hearing aids.

Highlights

Through fiscal year 2000, the Office of Technology Development's Utah Centers of Excellence Program leveraged a cumulative state investment of \$32.3 million with non-state matching funds totaling \$345 million. To date, the program was responsible for the creation of:

- 126 new high technology companies
- 110 new patents either issued or pending
- 173 licenses signed between businesses and Utah universities

The Utah Centers of Excellence Program, widely regarded as of the nation's most productive and successful programs of its type, sponsors the development and commercialization of these technologies currently being researched at Utah's universities. By helping to introduce these commercially important new products, the centers program plays a vital role in the growth of Utah's high-technology economy. Recent new ventures in Utah that have strong ties to center-developed technologies include:

- **Bionic Technologies Inc.** manufactures products for medical research focused on the nervous system. (www.bionictech.com/aboutus.htm)
- **Echelon Research Laboratories** manufactures specialty biochemicals and kits for research in cell signaling. (www.echelon-inc.com/index.htm)
- **One Stop Satellite Solutions Inc.** develops low-earth orbit satellites that have the capacity to reduce mission costs and increase mission capabilities. (www.oss.com)
- **GeoChem Metrix Inc.** specializes in chemical fingerprinting services for environmental forensics. (www.gcmetrix.com)
- **Milltech Engineering Co.** (www.milltecheng.com) develops simulation software for the mining industry. (www.milltecheng.com)
- **Visionary Products Inc.** (www.visionaryproducts.com) develops portable robotic platforms.

During fiscal year 2000, the centers program continued to manage with legislative appropriation of \$2 million in. New appointees to the centers advisory council have strengthened the technical expertise of the council. Expanded consulting services provided to center directors have greatly improved the commercialization opportunities for funded centers. Planning grants have been reduced from \$10,000 to \$5,000 to fund more potential centers with a greater focus on market analysis.

Mission

The purpose of the Technology Development program is to promote the creation, development, and expansion of technology-based businesses and industry. To accomplish this, our goals include:

- Maximizing the economic impact of research and development performed at Utah's universities.
- Facilitating the licensing of mature technologies to Utah businesses.
- Encouraging the establishment and growth of Utah businesses based on new and developing technologies.
- Promoting the availability and use of technical and capital resources for Utah's technology-based businesses

Office of Asian Affairs

www.dced.state.ut.us/asian

***F**rom the building of railroads to the creation and management of high technology, businesses, Asian-Americans are leaving their imprint on Utah. Today, more than 50,000 Asian Americans call Utah home. They come from Cambodia, China, India, Japan, Korea, Laos, the Philippines, Tibet, and Thailand.*

Highlights

- Completed and distributed the 1999 Asian-American Resource Directory to more than 200 community groups.
- Assisted in the organization of eight Census 2000 project meetings in the Asian-American communities.
- Organized the Asian-American Achievements Awards Banquet emphasizing the Asian-American family. More than 450 community members attended. Also held two Governor's Initiative on Families Today (GIFT) conferences.
- Joined with Asian-American business owners and the Small Business Administration to promote ethnic business opportunities.
- Published 1,500 copies of the book *Asian-Americans in Utah: A Living History* for distribution to public schools and libraries.
- Participated in statewide speaking engagements to raise public awareness of Asian-American contributions to the state.
- Worked with the Asian-American Advisory Council and Asian community leaders to oppose the voter initiative designating English as the official language of the state.
- Assisted the Departments of Health, Corrections, Workforce Services, Human Services, Education, and the U.S. Small Business Administration to better serve the Asian population in Utah.

Mission

The Office of Asian Affairs, in conjunction with the Asian-American Advisory Council, works closely with state agencies on their responsiveness to the needs of Asian-Americans and sets goals and policies which provide a higher quality of life for Asian-Americans in vital areas such as economic opportunities, community development, health, education, civil rights, and criminal justice.

Office of Black Affairs

www.dced.state.ut.us/blackaffairs

Utah's black population contributes to the "rainbow of cultures" in the state. From Utah's earliest days, blacks have made contributions as educators, politicians, judges, ministers, pastors, lawyers, aerospace engineers, bankers, developers, and many other careers, improving the social and economic vitality of Utah.

Highlights

- **Response to community concerns:** The Office of Black Affairs has collaborated with other state agencies to represent the interest of black residents living in Utah. The Office of Black Affairs issued 15 community alerts within the black community and two newsletters that circulated among more than 20,000 people. The alerts provide information on job opportunities, public hearings, legislative issues, and other matters. The office continues to upgrade its Web site as another way of keeping the black community informed.
- **Census 2000 campaign:** The Office of Black Affairs joined with the Office of Pacific Islander Affairs, Hispanic Affairs, Asian Affairs, the Division of Indian Affairs, and the governor's office to launch the Census 2000 campaign, resulting in better minority participation in the census count.



- **Governor's Initiative on Families Today:** The Office of Black Affairs Advisory Council honored 143 black youths as Governor's Initiative in Families Today (GIFT) Young Achievers. These young people were chosen from nearly a dozen high schools across the state and were recognized for graduating in June 2000, achieving a grade-point average of 3.5 or higher, exhibiting leadership initiative, athletic ability, or community service.
- **Town meetings:** Two town meetings were held for the black community in Ogden and Salt Lake City. The Joint Ethnic Work Plan was discussed and concerns of the black community were aired in an open forum.
- **National Summit on Africa:** The Office of Black Affairs initiated the formation of a Utah delegation for the National Summit on Africa in February 2000. Seventeen delegates representing academic, business, religious, and community organizations participated in the summit in Washington, D.C. developing a U.S. Policy Plan of Action for Africa.

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- **Joint Ethnic Report:** The Office of Black Affairs joined with the Offices of Hispanic, Asian, and Pacific Islander affairs to publish a comprehensive joint ethnic annual report 1998-99 with recommendations to the governor and state departments and agencies.
 - **Special Outreach:** The Office of Black Affairs spearheaded efforts to give a proper burial in April 2000 to Ruth Parker L'Herissont, who at 102, was one of the longest-living black residents in Utah.

Mission

The Office of Black Affairs creates a higher quality of life for Utah's black residents through the utilization of state and private resources. In conjunction with the Black Advisory Council, the office works closely with state agencies on their responsiveness to the needs of blacks living in Utah and aids in setting goals and policies for areas such as economic opportunities, community development, health, education, civil rights and criminal justice.

Office of Hispanic Affairs

www.dced.state.ut.us/hispanic

The Hispanic community is one of the fastest growing ethnic groups in Utah. It experienced a 42 percent increase from 1990 to 1997. The total number of Hispanic residents has risen from approximately 85,000, to more than 133,000, comprising six percent of Utah's population.

Highlights

- **Response to Community Concerns:** The office responded to more than 1,000 calls regarding job discrimination, wage claim, fair housing, consumer protection, fraud, domestic violence, child abuse, law enforcement complaints, accessing state agencies, equal education issues, health access, and mediation between constituents and state agencies.
- **Public meetings:** Meetings were held in Orem, Price, Ogden, and Moab to address the needs of the Hispanic community. Local leaders established communication links with the Hispanic community by recognizing their contributions and establishing programs in the areas of education, employee support groups, and state employment opportunities.
- **Town Meetings:** In conjunction with the Salt Lake City Police Department, Mexican Consulate, Immigration and Naturalization Service, and Salt Lake City mayor's office, the Office of Hispanic Affairs conducted several town meetings with the Hispanic community to address the issues of immigration, wage labor, civil responsibilities, and law enforcement procedures. Attendance at the town meetings ranged from 200 to 800 participants.
- **Governor's Initiative on Families Today:** With 200 attendees, the fifth-annual GIFT conference promoted family literacy and the America's Award of bilingual/bi-cultural library at Centro de La Familia. First Lady Jacalyn Leavitt and author Victor Ramirez were the speakers.
- **Legislative Issues:** The office supported House Bill 106 that would standardize a statewide system to collect ethnic data for the purpose of addressing the issue of racial profiling.
- **Census 2000 Campaign:** Joined the Governor and Lt. Governor in kicking off the census campaign. Worked conjointly with the Census Bureau in promoting the "Be Counted" campaign through presentations across the state, media releases, and interviews.

- **Partnerships:** The Office of Hispanic Affairs participated on a number of community advisory boards, including the Micro-Enterprise Loan Fund, Zion's Diversity Advisory Committee, Disproportionate Minority Confinement Committee, POST Council, Wasatch Youth Advisory Board, Police Corps Advisory Council, University of Utah dean search committee, Multi-Ethnic Housing Board.

Mission

The Utah Office of Hispanic Affairs advises the governor on issues that impact the Hispanic community. To accomplish this mission, the office assesses the responsiveness of state government to the needs of Utah's Hispanic residents.

Office of Pacific Islander Affairs

www.dced.state.ut.us/poly

Governor Mike Leavitt signed an Executive Order on December 16, 1999 changing the name of the Utah Office of Polynesian Affairs to the Office of Pacific Islander Affairs. With the new name, the office identifies more appropriately with all the communities it serves including Micronesians and Melanesians, in addition to Polynesians. This is significant because it coincides with the beginning of the new millennium and the 2000 Census.

Highlights

- **Referral Services:** The office responded to more than 1,000 telephone calls, letters, and visits from Pacific Islanders living in Utah and residents concerned about Pacific Islander issues. Those issues included immigration, racial profiling, discrimination, education, job equity, and health care. Inquiries were directed to appropriate agencies, councils, committees, and task forces that serve and represent Pacific Islanders and ethnic citizens. Other states have also requested information from the office on how to best serve Pacific Islanders.
- **Pacific Islander Business Development Conference:** In conjunction with the Small Business Administration, this inaugural conference brought together 75 Pacific Islanders who operate or are interested in starting small businesses.
- **Census 2000:** The office mounted a concerted effort with several community organizations to organize various initiatives to garner full participation by the Pacific Islander community in the federal census.



- **Pacific Islander Young Achievers:** Four GIFT (Governor's Initiative on Families Today) conferences were held during the fiscal year to honor young achievers. Academic and leadership awards were presented to 574 junior and senior high school students. Thirty-one all-state athletes also received recognition.
- **1999-2000 Joint Ethnic Work Plan:** The Office continued to team with the state Offices of Asian, Black, and Hispanic Affairs, their advisory councils and respective communities in addressing criminal justice, economic opportunities, education, and health issues impacting the ethnic communities in Utah. Recommendations will be included in a Joint Ethnic Annual Report.
- **Cultural Awareness:** The office and Polynesian community collaborated with KUED-TV to produce a sixty-minute documentary, "Polynesian Gift to Utah," to promote a

better understanding of Pacific Islanders in Utah. The video has been shown frequently and many copies have been distributed.

- **Partnerships:** The office has collaborated with community organizations to access existing state and federal funding. With the University of California, Irvine and the National Office of Samoan Affairs, a grant was awarded to the Office of Pacific Islander Affairs by the National Cancer Institute to provide cancer education, awareness, and research among Tongans, Samoans, and Chamorros. Another grant was secured from the Commission on Criminal and Juvenile Justice in conjunction with Community Connection Services for a program for Polynesian youth with destructive behaviors in the legal system.
- **Community Events:** The office provided support for the Big John Polynesian Basketball tournament, Utah Polynesian Classic Rugby Tournament, Samoan Heritage Week, We Are Polynesia, Polynesian Manna Festival, Polynesian Literature and Art Festival, and the Iosepa Memorial Weekend.

Mission

The Office of Polynesian Affairs is charged with keeping the governor and state government aware of issues that impact Polynesian and Pacific Islanders in Utah. Efforts shall continue to assist Pacific Islanders to acculturate and be aware of available opportunities, therefore improving their quality of life.

Division of Indian Affairs

www.dced.state.ut.us/indian

The hopes and dreams of several American Indian urban leaders have edged closer to reality as the Circle of Wellness, Inc. raises over \$100,000. The donation enables the non-profit organization to access a \$300,000 appropriation by the Utah Legislature via S.B. 44. The Circle of Wellness Board of Trustees, on which all seats have been filled, plans to continue its fund-raising effort and pursue land acquisition and eventual construction of this community/cultural facility for Utah's Native American citizens.

Highlights

- **American Indian Economic Development Summit:** The Utah Division of Indian Affairs (UDIA) sponsored a two-day economic development summit coupled with a one-day Institute of Museums and Library Services (IMLS) session in October 1999. More than 100 tribal leaders, state personnel, and private business leaders attended the third-annual summit. Some 70 tribal education and planning personnel, state employees, and other interested people attended the IMLS portion of the conference.
- **Institute of Museums and Library Services Program (IMLS):** This project encourages the development of museums, libraries, and information services within Utah's eight Indian tribes. It is a collaborative effort of five western states and the Utah State Library Division, Utah State Historical Society, Office of Museum Services, Utah Museum of Natural History, and the University of Utah Marriott Library. A program manager was hired, a needs assessment has been completed, and a statewide IMLS conference has been conducted. These efforts will lead to improved economic development opportunities for the Tribes, especially in tourism.
- **Utah Indian Tribes History Book:** UDIA has worked with the Utah State Historical Society on this publication which is being printed and available in Summer 2000.
- **Honoring Our Youth Indian G.I.F.T. (Governor's Initiative on Families Today) Conference:** More than 700 youths and their parents attended the conference. Nearly half of those young people received awards from Governor and Mrs. Leavitt.
- **Intergovernmental Relations:** UDIA continues to facilitate a positive relationship and dialogue among Utah Tribal leaders, the Governor's Office, and the State of Utah through its annual meeting with the governor and caucus with the legislature held in February 2000.

- **Financing for Indian Tribes:** As we examine existing barriers and increase access to credit and capital development for Utah Tribes and their members on reservation lands, UDIA continues to participate in Sovereign Lending workshops held throughout the year and is a member of the Federal Reserve Bank of San Francisco Sovereign Lending Task Force.

Partnerships

- Salt Lake Organizing Committee for 190 temporary housing units which have been designated for Utah tribes after use at the 2002 Olympic Winter Games.
- Utah Museum of Natural History, resulting in a Native American Grave Protection and Repatriation Act grant from the National Park Service to fund a project coordinator to resolve state and federal NAGPRA issues.
- Native American 2002 Foundation, including participation at an open house and other events.
- Census Bureau to encourage participation in Census 2000.
- Utah Tribes for sponsorship of a successful reception at the Sundance Resort for American film producers, directors, and actors.

Legislative Initiatives

- *S.B. 89 Native American Coordinating Board:* Adds a representative of the Department of Public Safety to the coordinating board.
- *H.B. 262 Navajo Trust Fund Amendments:* Extends the sunset date for the Navajo Trust Fund and other technical amendments.
- *S.B. 62 Wildlife Resources Code—Applications to Indians:* Defines terms and authorizes the governor to enter into certain hunting, fishing, and trapping agreements with Indian Tribes.
- *S.B. 181 Income Taxes—Application to the Uintah and Ouray Reservation:* Addresses revenue and taxation related to the boundaries of the reservation, provides for retrospective operation, dependent enactment, and makes technical amendments.
- *S.B. 213 Motor and Special Fuel Tax—Application to the Uintah and Ouray Reservation:* Addresses required pass-through of motor fuel taxes, provides for refunds related to impacts of motor or special fuels, dependent enactment, and technical amendments.
- *Public Education Appropriation—Improving Dropout Rates for Minorities:* Retained on the governor's priority list and a \$200,000 appropriation was approved.

Mission

The Division of Indian Affairs develops programs to allow Indian citizens an opportunity to share in the progress of Utah, promote an atmosphere in which Indian citizens are provided alternatives so that they may choose for themselves the kinds of lives they will live, both socially and economically, and promote programs to help the tribes and Indian communities find and implement solutions to their community problems.

Division of Community Development

www.dced.state.ut.us/cd/welcome.htm



Six months into my state job in June 1984, I had a most searing experience. I visited the Utah portion of the Navajo reservation and was introduced to a woman I'll call "Mrs. Yazzie." She was living in the "desert in a tent which acted like a solar collector, her eight children standing in the sun because it was cooler than in the tent. While half a dozen dogs dozed in the shade of some dead cars, a lamb strayed into the tent and then ran out, scorched by the heat.

The Yazzies were so poor they were using white plastic manure bags for clothes storage, and the only cheerful thing in the tent was a loom upon which a beautiful Navajo blanket was in progress.

It has been my privilege to serve as director of the Community Development Division for a year now, and I can't help but think often of the Yazzie family and other disadvantaged Utahns like them.

When I think of the millions of dollars spent on community needs and infrastructure by the Community Impact Fund and the Community Development Block Grant programs, I think of the Yazzies; when I look at the energy savings and home weatherization program, they are in my mind. The Olene Walker Housing Trust Fund provides affordable housing for the Mrs. Yazzies and their children of our state.

Our Native American Revitalization Boards and the Community Services Office's low-income and homeless programs serve those who are in tents and homeless. The volunteers mobilized with assistance from the National Services Commission, the cultural opportunities offered by the Office of Museum Services, the planning tips from Pioneer Communities all speak to them.

The job opportunities our programs create, the social network they reinforce, the compassion that glues them together—all of these are testimonies to our concern for the Mrs. Yazzies and their families, who can be found in every community in the state.

The scorched heat of the desert will face us every summer; but perhaps, in our efforts to be about the public business, we can be the looms sitting quietly in the corner, magnificent Navajo blankets in progress.

Kerry William Bate,
Director

Community Development Block Grants

www.dced.state.ut.us/cdbg

A mother of five tells how she and her children stayed in the Kaysville shelter. She learned how to care for her children while her husband received counseling. Her husband now has a well paying job, and she knows how to deal with her children in a positive way that builds self-confidence and self-reliance.

Highlights

The quality of life for Utah citizens improved in fiscal year 2000 thanks to the Community Development Block Grant (CDBG) program. The program continues to benefit residents of cities and counties throughout the state with another successful year.

An example of the difference CDBG funding makes is demonstrated by the Family Connection Center in Davis County which received \$200,000 of state CDBG funding this year. The center offers a crisis nursery, classes, emergency food assistance and other services to aid low-income families.



A Community Development Block Grant is presented to the Family Connection Center in Davis County

In Utah the program is unique in that projects are prioritized at the local level for funding by local officials with input from local citizens. For fiscal year 2000, the state CDBG program received about \$7.4 million from the federal government which was distributed to the local Associations of Governments (AOG's) as follows:

Wasatch Front Regional Council	\$2,308,597
Mountainland AOG	\$1,418,298
Bear River AOG	\$1,047,525
Five County AOG	\$1,039,711
Mountainland AOG	\$1,418,298
Six County AOG	\$ 582,811
Southeastern AOG	\$ 573,038
Uintah Basin AOG	\$ 414,177
Total 91 projects	\$7,384,157

Community facility projects such as senior centers, homeless shelters, child justice centers, etc. out-paced traditionally popular infrastructure projects such as water and wastewater. Also, affordable housing projects were heavily funded again this year as was the amount of funds spent for planning and economic development.

Mission

The Community Development Block Grant program assists in the development of communities of fewer than 50,000 people by providing a suitable living environment, decent housing, and expanded economic opportunities, principally for people with low and moderate income.

Office of Energy Services

www.dced.state.ut.us/energy

Utah, despite its relatively small population, has overtaken New York and now ranks second behind only California in the amount of competitive funds secured from the U.S. Department of Energy's State Energy Program. DOE has awarded the Utah Office of Energy Services and its partners \$1.33 million for fiscal year 2000 for twelve projects around the state.

Highlights

The following are the energy projects in Utah for which State Energy Program funds were awarded by the U.S. Department of Energy:

1. Salt Lake City International Airport refueling station..... \$134,421
2. Flower Patch florist (for 18 dedicated natural gas vans)..... \$80,000
3. Jordan School District (added 8 natural gas buses to fleet) \$100,000
4. Industries of the Future (to improve competitiveness of Utah's industries by improving their energy efficiency, materials utilization, and productivity) \$200,000
5. Energy Smart Schools (Utah-based National Energy Foundation & Jordan School District implementation of comprehensive energy awareness program, (K-12).. \$50,000
6. Technical Energy Services and Alternative Financing of individual energy projects in the National Parks System for the Colorado Plateau..... \$150,000
7. Remote Application Of Renewable Energy (provide solar power to the Cunningham Ranch Wildlife Facility in Eastern Utah)..... \$ 13,813



- **Office of Energy Services Special Projects** has successfully partnered with the U.S. Department of Energy's National Renewable Energy Lab, the Utah National Guard and the Utah Office of Energy Resource Planning to fund Utah's first commercially sized wind project at Camp Williams. The wind generator produces over 350,000 kilowatt hours annually, enough electricity for 200 homes. It reduces atmospheric emissions by 315 tons of carbon dioxide, one ton of sulfur dioxide, and 1,900 pounds of nitrogen oxide. Plans are pending for a second 7,000 kilowatt hour wind generator to be installed next to the Camp Williams project.
- **Office of Energy Services Commercial/Industrial Program** saved Utah businesses \$358,000 in energy costs during fiscal year 2000. Further investments underway will save an additional \$37,000 per year (a sum equal to 10 times the cost of managing the Commercial/Industrial Program). During mid-2000, the CI program formed a partnership.

with the U.S. Department of Energy, the University of Utah, and other groups to channel research and investment funding into basic Utah industries such as mining and agriculture. A new partnership with the American Institute of Architects will research land development and building standards that promote energy efficiency and water conservation to bring more efficient business construction to Utah.

Information Services Program

The Office of Energy Services spearheaded the second annual Utah Tour of Innovative Homes in conjunction with the American Energy Society National Tour of Solar Homes in October 1999. Publicity efforts, including those of spokesman Donny Osmond drew more 400 people (up over 250 percent from the previous year) to view a wide variety of energy-efficient homes throughout Heber Valley, Provo, Ogden, Logan and Cedar City.

OES Information Services also organized the National Association of Professional Energy Managers conference held in Salt Lake City October 7-8, 1999, during which attendees learned about eco-efficient buildings, support services for the 2002 Olympic Winter Games, and NASA's Space Age Strategies for Cooling Cities. Information Services developed a new presentation for Utah's elementary schools entitled "Be An Energy Bug" and presents it regularly at many schools.

Mission

The Office of Energy Service's mission is to initiate and encourage state activities that ensure efficient use of energy resources. These actions foster economic development efficiencies in all sectors of the Utah economy while enhancing environmental quality and quality of life.

HEAT

Home Energy Assistance Target

“Thank you for having this program available. Your efforts and concern for others is greatly appreciated. I couldn’t make it without your help!”

-Comments from a family with children under age 6
and a disabled person living in the household

Highlights

Utah received nearly \$8.5 million in federal funds in fiscal year 2000 for the HEAT program, Home Energy Assistance Target, our state’s name for the Low Income Home Energy Assistance Program (LIHEAP). LIHEAP is a federal block grant program and is fully funded by the federal government. The program is administered in partnership with regional Associations of Governments and nonprofit agencies throughout Utah.

Other key statistics from fiscal year 2000:

- 26,705 applications for assistance were processed with just under 26,000 households, including 72,406 people, receiving winter home heating assistance.
- Each household received an average of \$218 in utility benefit payments last winter.
- 186 low-income homes were weatherized from October 1999 to January 2000.
- 186 households received emergency winter utility assistance.
- All households served are at or below 125% of the poverty level.
- Nearly two-thirds of residents served by the HEAT program are on fixed incomes, 43% of households served are families with preschool-age children in the home, 39% of those served are disabled, 38% are the working poor, and 26% are elderly.

Mission

The HEAT program provides winter utility assistance to low-income households targeting those who are truly vulnerable—the lowest-income households with the highest heating costs, the disabled, elderly, and families with preschool-age children. A warm home is as basic to health as good nutrition and medical care.

Housing Opportunities for Persons With AIDS

As of June 2000, the Salt Lake Community Action Program provided emergency and short-term rental assistance for 147 persons with AIDS. Fifteen participants are currently enrolled in the long-term rental assistance program with the housing authorities in Salt Lake and Utah counties and Salt Lake City. Catholic Community Services provided short-term rental assistance and/or emergency assistance for seventeen persons with AIDS. Nine are currently receiving assistance.

Highlights

HOPWA is the acronym for Housing Opportunities for Persons With AIDS. It is funded through the U. S. Department of Housing and Urban Development. The program helps prevent homelessness among persons with AIDS. Utah passed the threshold of 1,500 persons with AIDS this year and thus became eligible for the first time to receive a HOPWA formula grant of \$368,000.

HOPWA contracts are in place with the Salt Lake Community Action Program (SLCAP) for short-term rental assistance, emergency assistance, and homeless prevention programs. They also provide housing information services, referrals, and placement. SLCAP provides assistance statewide and coordinates with all HOPWA program providers and other agencies in the community.

Contracts are also in effect with housing authorities in Utah and Salt Lake counties and Salt Lake City for long-term rental assistance (up to two years) for twenty-five people with AIDS who apply for and are placed on waiting lists for Section 8 vouchers or public housing. Catholic Community Services of Ogden provides short-term rental assistance and emergency assistance for northern Utah. A part-time housing resource person is under contract to develop housing assistance resources, particularly in rural areas.

In fiscal year 2001, the HOPWA Program will be expanded in two additional rural areas. Iron County Care and Share in Cedar City and the St. George Housing Authority will provide long-term rental assistance and emergency assistance for persons with AIDS in these areas.

Mission

HOPWA facilitates the creation and maintenance of affordable quality housing opportunities for people living with HIV/AIDS. It is a subcommittee of the Olene Walker Housing Trust Fund.

Martin Luther King Jr. Human Rights Commission

www.dced.state.ut.us/mlkcommission

“We are committed to the success of the Utah Martin Luther King Jr. Human Rights Commission,” proclaimed Governor Mike Leavitt. “We believe the new executive order strengthens the commission’s ongoing commitment to human rights.” With that, the governor, by executive order, reauthorized the Utah Martin Luther King Jr. Human Rights Commission.

Highlights



On November 30, 1999, Governor Mike Leavitt signed an executive order reauthorizing the Utah Martin Luther King Jr. Human Rights Commission. The commission was created in 1991 to promote Martin Luther King Jr./Human Rights Day and is charged with encouraging and coordinating ceremonies and activities honoring Dr. King. The commission coordinates with Utahns of diverse backgrounds to assist government and private organizations with the observance of the national holiday in our state. In keeping with that charge, the commission successfully:

- Planned and organized one of the most successful events in the history of the commission with the appearance of Pulitzer Prize-winning author and civil-rights expert Taylor Branch. Mr. Branch was the keynote speaker at a symposium on the impact of the King legacy and what it means for human relations in Utah. The forum was attended by state legislators, Salt Lake City’s mayor, and other community leaders
- Formed action committees to address diversity issues across the state

Mission

The Utah Martin Luther King Jr./Human Rights Commission works to promote education and awareness throughout Utah of the principles of nonviolence and respect of human rights for everyone. The commission also encourages and coordinates ceremonies and activities for the Martin Luther King Jr. holiday in Utah which is observed the third Monday in January.

Office of Museum Services

www.dced.state.ut.us/museum

A staff member of a Utah museum that recently participated in a technical outreach project conducted by the Office of Museum Services and its partners ExhibitsUSA and the Utah Museums Association commented, "There is simply no better way to learn." Funding was provided by a grant from the Institute of Museum and Library Services.

The key objectives of the outreach project are:

- Provide practical training to museums in areas of acute need
- Emphasize basic principles of museum professionalism
- Utilize and develop professional museum resources within the state
- Establish informal networks among Utah museums to facilitate routine resource sharing

Highlights

OMS has established State Performance Goals in an effort to raise the professional level of Utah museums. These goals will also be used by OMS in developing new programs to improve the quality of Utah museums. Three steps have been established for a museum to implement the goals:

- Internal self-evaluation
- On-site visit with OMS representative to discuss self-evaluation results
- Formulation of an action plan and time line to achieve goals. Once a museum has met the recommended goals, it will receive certification from OMS

As part of the continuing process of assisting museums in meeting State Performance Goals, the following on-site visits were made:

Cedar City: Iron Mission State Park and Museum
Hill Air Force Base: Hill Aerospace Museum
Hurricane: Hurricane Valley Heritage Park
Layton: Heritage Museum of Layton
Moab: Dan O'Laurie Canyon Country Museum
Nephi: Daughters of Utah Pioneers Museum
Orem: SCERA
Park City: Park City Historical Museum
Payson: Peteetneet Art Gallery
Roy: Roy Historical Museum

St. George: St. George Art Museum
Sandy: Sandy Historical Museum
Springville: Springville Museum of Art

With the aid of the Office of Museum Services, six museums received training in marketing and public relations, exhibit design, educational programs, and volunteerism. Participating museums were the Brigham City Museum-Gallery, Heritage Museum of Layton, Fairview Museum of History and Art, Museum of the San Rafael, Peteetneet Academy Art Gallery, and Treehouse Children's Museum.

Each museum reported that the experience of joining theory with practice has created institutional legacies. While some accomplishments may seem elementary (one museum established mailing lists and visitor records), others are quite extensive (one institution implemented a new lighting design for their entire gallery space).

Mission

The Office of Museum Services will promote Utah museums and the essential role they play in our state as sources of community pride, centers of public education, and institutions that encourage economic development and tourism. The office will assist Utah museums in improving their ability to care for and manage collections, develop quality educational resources, provide access to collections for research, and identify and successfully compete for financial resources.

Navajo Revitalization Fund

Statutory Authority

The Navajo Revitalization Fund (NRF) is a program of the State of Utah authorized in Section 911-101, et seq. The goal of the NRF is to maximize the long-term benefits of state severance taxes paid on oil and natural gas production. Revenues from these taxes provide fund grants and/or loans to agencies of county or tribal government in San Juan County which are impacted by the development of oil and gas interests in Utah held in trust for the Navajo Nation and its members.

Board Membership

The NRF is controlled by a five-member board composed of a governor's designee, two members of the San Juan County Commission whose districts include: portions of the Navajo Reservation, the chair of the Navajo Utah Commission or his designee, and the chair of the Utah Dineh Committee or his designee. Administrative and operational support is provided by the state Division of Community Development.

Eligible Applicants

The NRF Board may authorize grants and/or loans to the Navajo Nation and its departments or divisions, the Navajo Utah Commission, Utah state agencies or subdivisions, the Navajo Trust Fund, or nonprofit corporations that are or may be socially or economically impacted, directly or indirectly, by mineral resource development.

Eligible Projects

- Capital projects, including subsidized and low-income housing, and other one-time need projects and programs.
- Projects and programs that are associated with the geographic area where oil and gas are produced.

Prohibited Activities

- Start-up or operational costs of private business ventures.
- General operating budgets of the eligible entities.
- Projects or programs operated or located outside the Navajo Reservation in San Juan County.
- Any project or program that does not receive matching monies or in-kind services from the applicant agency.

Fund Summary

FY98 revenues (FY97 collections)	+\$1,049,603.54
FY99 revenues (FY98 collections)	+\$1,082,722.83
FY00 revenues (FY99 collections)	+\$ 98,063.42

FY00 Interest Allocated to Projects (11/8/99)+	\$103,897.00
FY01 revenues (FY-00 collections)	<u>+\$440,640.00</u>
Total Revenues	\$2,774,926.79

Expenses:

Administration (2.0% of new revenues)	\$ 53,423.79
Sub-total Revenues less Expenses	\$2,721,503.00
Fund Balance: Previously approved projects	<u>\$1,785,024.00</u>
Remaining Fund Balance	\$ 936,479.00

Housing Assistance	\$ 737,755.00
Utility Improvements (electric, water, sewer, roads)	\$ 458,004.00
Public Safety (police, fire)	\$ 263,496.00
Recreation/cultural	\$ 46,175.00
Building Improvements (administration, medical)	\$ 49,701.00
Planning	\$ 163,987.00
Equipment	<u>\$ 65,906.00</u>
Total	\$1,785,024.00

Mission

The Navajo Revitalization Fund maximizes the long-term benefits of state severance taxes paid on oil and natural gas production. Revenues from these taxes provide grants and/or loans to agencies of county or tribal governments in San Juan County which are impacted by the development of oil and gas interests in Utah held in trust for the Navajo Nation and its members.

Olene Walker Housing Trust Fund

A single father was living in a three-bedroom mobile home with his four children, two of them in wheelchairs. The home was not accessible to the disabled children. With the help of the Olene Walker Housing Trust Fund, the family obtained a loan to finance a much-needed addition to the home. The loan allowed for the addition of bedrooms, a bathroom with a lift, accessible entrances, and an accessible dining room so the entire family could participate in meals and activities. Ramps were also installed to allow access to newly widened doorways. The family is very grateful for the low-interest loan, and the addition has positively impacted the lives of the entire family.

Highlights

Housing programs administered by the State of Utah fall under the umbrella of the Olene Walker Housing Trust Fund. The fund is comprised of state and federal funds that assist in the construction, rehabilitation, and purchase of multi-family and single-family housing throughout Utah. The fund is named in honor of Lt. Governor Olene Walker because of her long-time advocacy of affordable housing.

Utahns served by the fund include those with low-incomes, first-time homebuyers, and residents with special needs such as the elderly, the mentally and physically disabled, victims of domestic abuse, and Native Americans.

Money from the fund is almost always loaned to homebuyers, builders, developers, and thus, is a revolving loan fund. Payments made on these loans are returned to the fund allowing it to be used again for future projects. The Fund is also supported by a leveraging ratio of nearly ten dollars from federal and other sources for each dollar contributed by the state. Ongoing efforts are made to partnership with lending institutions, communities, non-profit agencies, developers, community groups, and others to create affordable housing at a minimal investment by the state.

Blue Mountain Dine' – A Place to Call Home



This project, which received an Award of Merit from the National Association of Housing and Redevelopment Officials, provides twenty units of affordable rental housing in Blanding for off-reservation Native Americans.

The development is located on a parcel of land owned by Blue Mountain Dine' and contains three three-bedroom singlewide, 840 square-foot manufactured homes and 17 two-bedroom structures that are 728 square feet each.

The project serves a community of 3,500 people with more than half of those residents living in poverty. Rents are approximately \$400 or less. All units were occupied as soon as certificates of occupancy were issued, with a waiting list for future placement. Blue Mountain Dine' contracted with a professional management company to manage the project for the first two years. During that time, Blue Mountain Dine' will learn to manage a tax-credit project and will take over management at the end of the two-year period. As required by the city of Blanding, the property is paved with curbs and gutters, and sidewalks were installed on the main road. The entire project is fenced and fully landscaped. It has provided much-needed affordable housing for off-reservation Native Americans and has improved the community at large.

Inmate-built Housing

The Uintah Basin's population is widely dispersed, and finding a contractor is often expensive. Some families have land equity and others have old, unsafe mobile homes, which need to be demolished and replaced with a new home. The Housing Partnership uses Duchesne County prisoners to build the homes and deliver them to their site. Savings on construction costs makes the homes affordable. The homes are built at the prison and moved to the site. Facilities at the jail will allow for two homes to be built simultaneously and completed about every two months.

As a result of the program, inmates are given the opportunity to learn the building trade and new homes are produced. Only inmates who meet behavioral and other qualifications are allowed to participate in the work detail. Inmates are taught construction skills under the direction of the Uintah Basin Applied Technology Center. The inmates say they are grateful for the chance to be productive and learn new skills.

The projects are financed by the Olene Walker Housing Trust Fund to aid low-income families who normally would not be able to afford a home. The Uintah Basin Association of Governments housing officials screen potential homeowners and handle financing details.

Preservation of Existing Affordable Housing Mountainlands Community Housing

Holiday Village in Park City, an 80-unit apartment complex has been purchased for affordable housing. The project will become a 79-unit project with a community center for residents.

Sixty percent of the units are targeted for persons at or below 50 percent of the area medium income (AMI). Thirty-two percent of the units are for residents between 50 percent and 60 percent of the AMI. The remaining 8 percent are for residents between 60 percent and 80 percent of the AMI. The average income for tenants is just over \$15,000 in a county where the AMI is approximately \$62,000. This is the only housing of its kind in Park City.

Family Preservation Program - Opening the Door to Home Ownership

A family referred to the Community Development Corporation (CDC) through the Utah Independent Living Center and the Utah Department of Human Services' Division of Child and Family Services, moved into their new home in October 1999. The home was architecturally built to allow accessibility for their 12-year-old daughter who is paralyzed due to a car accident. The family's limited income was a barrier to finding wheelchair-accessible housing that could accommodate five people.

The apartment in which the family previously lived was not accessible to the disabled. Therefore, the daughter scooted herself around the apartment without the wheelchair. A floor heater in the home made this a dangerous situation. In addition, she did not have access to the bathroom without the help of her mother. It was a daily physical struggle to manage the girl's needs.

The family moved into a single-family subdivision developed by CDC. The standard features in the development include maintenance-free vinyl siding, high-efficiency vinyl double-pane windows, three bedrooms, and two bathrooms. It was close to schools, shopping, recreation, and transportation. The subdivision was within walking distance of the family's previous residence. The children could maintain their current school and friendships.

Glendale Seniors



The Glendale seniors' project is a 40-unit affordable housing development for people age 62 and older. This project utilized a vacant property in an older neighborhood in Salt Lake City that is close to shopping, transportation, and other services for seniors. It was a great addition to the neighborhood. The project was possible through the cooperation of the U.S. Department of Housing and Urban Development, the Olene Walker Housing

Trust Fund, and Salt Lake City. The city's housing authority manages it. This project is a example of what can be accomplished by leveraging funding sources to provide beautiful affordable housing and improve neighborhoods.

Mission

The Olene Walker Housing Trust Fund is comprised of state and federal funds that assist in the construction, rehabilitation, and purchase of multi-family and single-family housing throughout Utah. The fund is named in honor of Lt. Governor Olene Walker because of her long-time advocacy of affordable housing.

Permanent Community Impact Fund Board

www.dced.state.ut.us/pcifb

A nursing home in Uintah County, a museum and visitor center in St. George, the renovation and expansion of a municipal golf course in Richfield, improvements of a sewer treatment plant in Price: These are just a few of the infrastructure and other needed improvements in financially-strapped rural communities made possible by the Permanent Community Impact Fund.

Highlights

The Permanent Community Impact Fund Board (Community Impact Board) approved loans and grants totaling \$21.7 million for 38 local improvement projects in fiscal year 2000.

These projects range from street, water, and sewer-system improvements in several rural cities and towns to the purchase of a fire truck and equipment for the Washington County communities of Rockville and Springville to the construction of a new park in the Emery County town of Elmo.

Each improvement made possible with the aid of Community Impact Board funds makes rural communities more attractive places to live and enhances their efforts in attracting economic development.

Funding sources

In order to help mitigate local impacts of major energy and mineral development on federal lands, the federal government returns half of the royalty revenues collected to the state or origin. The royalties collected are called mineral lease funds. Because of the extent of federal lands in Utah, these impacts are extensive.

Congress grants state legislatures full discretion in the distribution of mineral lease funds as long as priority is given to subdivisions of the state that are or have been impacted by the development of natural resources. The Utah Legislature distributes Federal Mineral Lease funds as part of the annual budget and appropriate process.

Mission

The Permanent Community Impact Fund Board provides loans and/or grants to state agencies and subdivisions of the state which are or may be socially or economically impacted, directly or indirectly, by mineral resource development on federal lands.

Pioneer Communities/Main Street Program

www.dced.state.ut.us/pioneer

***D**uring the past year, the city of Payson joined the Utah Main Street Program as its sixth partner community. The Downtown Alliance for this community of 11,000 has been gaining momentum in recent months by creating productive relationships between downtown business owners and city government and by promoting the rehabilitation of several buildings along Payson's Main Street.*

Highlights

- In addition to Payson, the city of Roosevelt became a Main Street partner in an effort to beautify its downtown area and stimulate economic activity.
- Fifteen additional Utah communities were assisted by the Pioneer Communities/Main Street Program to build better downtown areas.
- Rehabilitation grants were provided for 17 projects in 14 communities ranging from tiny Bicknell in Wayne County to St. George.
- An analysis of the Main Street Rehabilitation Grants Program shows that for every grant dollar invested in a project, the community sees an additional \$41 in ancillary economic activity.
- Services provided include organizational development, marketing, market analysis, business development, architectural assistance, physical development planning, and project or topic-specific information.



The Barboglio and Mutual Furniture buildings in Helper before rehabilitation.



The Barboglio and Mutual Furniture buildings after receiving rehabilitation grants from the Main Street program. The Barboglio building houses an antiques store, and the previously

Mission

The Utah Pioneer Communities/Main Street Program provides superior, cost-effective professional training and consulting services in economic development, streetscape design, architecture, marketing, and organizational development to teach business owners, civic leaders, and community-minded residents how to enhance downtown's appearance, strengthen its business environment, instill community pride, and market it to customers and visitors.

State Community Services Office

Lee, a 63-year-old Vietnamese woman, came to the Travelers Aid Society shelter from California. She was living in the shelter for over a year, and all efforts to obtain resources for her were exhausted. Lee demonstrated signs of chronic mental illness. This factor, combined with the stress of her prolonged stay in the shelter, became detrimental to her health. She withdrew from others and rarely left the building. Several months ago, Lee was placed in a home known as Swede Town in Salt Lake City, a complex of four units for troubled women. Since moving there, Lee participates in a community garden and a shopping group and enjoys the company of the other residents. The stability of living in a home of her own offers her the opportunity to manage her mental illness.

Highlights

The State Community Services Office (SCSO) provides essential funding and technical support throughout the state to dedicated service providers. Services provided by SCSO and its partners throughout the state include:

- Homeless shelters across Utah provided 229,000 shelter nights to people who were homeless
- 406,500 hot meals were provided
- 1,400 persons made the transition from homelessness to employment.
- **Women's Services:** The Travelers Aid Society recently initiated a housing program that serves women who are mentally ill. Women who are placed in the program have had numerous lengthy stays at the shelter. Participants in the program reside in a newly remodeled home in Salt Lake City owned by the Olene Walker Housing Trust Fund. Life skills are taught through case management. Women receive food through the "Brown Bag" program, which is part of the Utah Food Bank, and receive mental health care from Valley Mental Health.
- **Utah's Homeless Trust Fund:** SCSO also helps publicize the yearly campaign to encourage Utahns to contribute via their state tax returns to Utah's Homeless Trust Fund. Income from the fund helps communities provide services for residents with permanent housing and related necessities.
- **Emergency Food Network Funds:** The SCSO distributes Emergency Food Network Funds. These funds are distributed to emergency food pantries throughout Utah. There has been a significant increase in the demand statewide for emergency food services. With housing costs increasing, many impoverished Utahns rely on the emergency food network for essential nutritional support.

COMMUNITY SERVICES BLOCK GRANTS

The Community Services Block Grant program (CSBG) is a federal appropriation administered by SCSO for Community Action agencies across the state. This funding is used to combat poverty. Last fiscal year, it touched the lives of more than 60,000 people living in poverty throughout Utah. Across Utah, service providers use CSBG funds to work with people who strive for better education, employment, improved income management, adequate nutrition, safe and affordable housing, emergency assistance, and greater self-sufficiency.

Utahns in need turn to the dedicated service providers of the Community Services Block Grant network. This network improves the quality of life for thousands of people by providing essential goods and services. CSBG providers fulfill a unique role throughout the service delivery network, often as the last resort for people with situations that are difficult to address. Some of the services provided include:

- Employment assistance to 7,500 people
- Educational services and income management training to 6,300 people
- Housing and emergency services to 26,000 people
- Nutrition services to 81,000 people

Mission

The State Community Services Office strengthens communities by reducing poverty and improving the quality of life for Utahns living in poverty. Thanks to strong partnerships with dedicated service providers, the State Community Services Office helps to improve Utah's communities, one life at a time.

Uintah Basin Revitalization Fund

The Ute Tribe Head Start Program was allocated \$100,000 from the Uintah Basin Revitalization Fund to construct new classrooms. This much-needed facility currently serves 71 students. One classroom serves four-year-old students and three classrooms house three-year-olds.

Eligible Applicants

The UBRF board may authorize grants and/or loans to agencies of Duchesne County, Uintah County, or the Ute Indian Tribe that are or may be socially or economically impacted, directly or indirectly, by development of oil and gas interests held in trust for the Ute Indian Tribe. Formal applications for UBRF grants and loans are submitted by the respective county commissions or the tribal business committee. All decisions of the UBRF board require four affirmative votes.

Eligible Projects

- Capital projects, including subsidized and low-income housing, and other one-time need-based projects and programs.
- Projects and programs that are associated with the geographic area where oil and gas are produced.

Revenues

<i>Initial FY96 appropriation</i>	\$ 400,000.00
FY97 revenues (FY96 collections)	\$ 381,242.17
FY98 revenues (FY97 collections)	\$ 352,356.98
FY99 revenues (FY98 collections)	\$ 457,681.88
FY00 revenues (FY99 collections)	\$ 229,997.21
FY01 revenues (FY00 collections)	\$ <u>786,005.00</u>
<i>Total Revenues</i>	\$ 2,607,283.24

Fund Balance:

Approved Projects	\$ <u>1,821,275.00</u>
<i>Remaining Fund Balance</i>	\$ 786,008.24

Approved Projects (UBRF Funds)

Education Facilities	\$ 661,026
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Recreation / Cultural	\$	664,287
Building Improvements (administration, medical)	\$	<u>495,962</u>
TOTAL	\$	1,821,275

Mission

The goal of the Uintah Basin Revitalization Fund is to provide grants and/or loans to agencies of county or tribal government in the Uintah Basin which are impacted for the Ute Indian Tribe of the Uintah and Ouray Reservation and its members.

Utah Commission on Volunteers

www.volunteers.utah.org

- *Utah's Promise is the state's response to the national call to action by retired U.S. General Colin Powell to help our nation's children and youth through volunteer efforts. Utah leads the nation in the number of Communities of Promise (24), and Community Partners (42), that are actively working to bring into the lives of children and these youth five promises:*
 - *a caring adult*
 - *safe places to learn and to grow*
 - *a healthy start in life*
 - *a marketable skill*
 - *opportunities for service*

Highlights

By the end of 2000, Utah's Promise will have met four of its five statewide goals established in 1997. These goals include:

- Assuring 12,000 children will be reading at third grade level who otherwise would not
- Every community will have or will be part of a safe neighborhood council
- Seventy-five percent of the state's youth will volunteer a significant amount of time in service to others each month

Mission

The Utah Commission on Volunteers, which receives administrative support from the Division of Community Development, works to improve Utah communities through service and volunteering. Under the direction of the lieutenant governor, the Commission builds the volunteer infrastructure of our state by providing training and technical assistance, engaging in public/private partnerships, and overseeing the governor's Utah's Promise initiative, and increasing the number of Volunteer Centers.

Weatherization Assistance Program

The Utah Division of Community Development administers the U.S. Department of Energy's Weatherization Assistance Program through nine government and non-profit agencies across the state.

Highlights

During fiscal year 2000, weatherization services were provided as follows:

Homes completed	989	Native American units	53
Elderly units	256	People served	3,399
Disabled units.....	303	Homes in progress	299

Individuals, families, elderly persons (age 60 or older), and the handicapped who are at 125 percent or less of the current federal poverty income guidelines are eligible for the Weatherization Assistance Program. However, priority is given to the elderly and handicapped, high energy consumption, emergency situations, and where there are pre-school children in the home. Participating households nationally are averaging a savings of 27.6 percent (or approximately \$221 per year).

Both owner-occupied and rental units are eligible for weatherization. In the case of renter-occupied dwellings, however, the goal of the weatherization program is to assist low-income tenants with their utility costs without excessive enrichment to the property owner.

In carrying out weatherization projects, first priority is given to stopping infiltration. The second priority is installing a balanced combination of energy-conserving home improvements, including furnace tune-ups and repairs; insulation of attics, floors, walls, and foundations; and exposed heating ducts, installation of storm windows, etc. Only measures with a savings-to-investment ratio of greater than one can be installed (based upon a computerized energy audit of each home).

Mission

The major goal of the Weatherization Assistance Program is to enable low-income individuals and families (particularly the elderly and handicapped) to participate in energy-conservation programs that will lessen the impact of utility costs on household budgets.

Division of Fine Art

www.dced.state.ut.us/arts

Bonnie Stephens, Director



October 2000 marked my ninth year with the Utah Arts Council. In 1991, when I was appointed by then-Governor Norm Bangerter, I could not have imagined the great love and devotion I would come to feel for the Utah Arts Council. This last year clearly demonstrates the maturity and expertise of the Arts Council staff and board of directors. Our staff is peopled with the best and brightest in the field of arts administration, and we have a board of directors with great expertise in arts and community relations.

This year has become a time of bringing dreams to fruition. The Chase Home in Liberty Park in Salt Lake City, which houses our Folk Arts Program, and the Chase Home Gallery have been totally renovated and will be ready for occupancy in early Fall 2000. The Art's Council's new collection storage area for the state Fine Arts Collection (at the former Vegetable Express Building) was to be ready for occupancy in mid September 2000. The research and scholarship provided by the staff has created state-of-the-art space for these very valuable Utah arts treasures. We feel richly rewarded for our efforts to finally have our collections in risk-free environments.

Our outreach programs are doing self-assessment and community interviews to ascertain the value of our work to our constituents. One area of concern is the decreased funding level of our Grants Program budget. Since 1995, we have realized a seven percent decrease in this program. We impact every grantee in the state, citizens from northern to southern and from eastern to western borders. Without growth, some of these organizations will have a difficult time surviving.

The quality of presentation and performance in our state is stellar. Our state's cultural offerings are no longer a best-kept secret but rather an enticement to travelers from around the world.

Special kudos to Fred Adams and the Utah Shakespearean Festival for receiving the Tony Award, a richly deserved honor.

***Bonnie Stephens,
Director***

Utah Arts Council

www.dced.state.ut.us/arts

“In 1999, I received a small grant to help furnish my studio with sorely needed equipment and materials. At the time I received my grant, money was also awarded to a musician, writer, dancer, and various other visual artists. They were all citizens of the state of Utah, and their desires to create something were made possible by the Utah Arts Council. Utahns are privileged to live in a community that acknowledges art as a priority.”

Kelli Sinner, South Jordan

Excerpt of letter published in the *Deseret News*

Highlights

Community—State Partnerships

- Provides a link between the Utah Arts Council and all Utah communities.
- Provides technical assistance to community arts organizations through retreats, strategic planning, and volunteer development.
- Utah Performing Arts Tour offers nonprofit organizations throughout the state the finest local, regional, and national artists and companies at affordable prices.
- Community—State Partnerships provide consultation and technical assistance to help sponsoring organizations to develop a successful performing arts event or series.
- Community—State Partnerships offer communities help with promotion packets, marketing, press releases, touring, and audience development.
- Outreach dollars spent in the Community—State Partnership program in fiscal year 2000 total about \$141,155.

Arts in Education

Arts in Education provides technical assistance to schools, community arts organizations, and other non-profit organizations such as art education, plan implementation, grant writing, and arts learning and development. Conferences and workshops are offered to educators in all 29 counties in Utah and regional workshops are offered to all of the state's 40 school districts through a partnership with the State Office of Education, Utah Arts Education Association, Utah Dance Education Organization, Utah Music Educators Association, and the Utah PTA. Arts in Education outreach expenditures in fiscal year 2000 totaled \$303,207.

Folk Arts

The Folk Arts program helps Utah's cultural communities perpetuate artistic traditions and identifies

Traveling Exhibition Program and purchasing traditional master folk art for the State Art Collection.



The Utah Arts Council's Chases Home in Salt Lake City's Liberty Park is undergoing renovation which is expected to be completed by Fall 2000. The Chase Home houses the state folk art collection and hosts summer "Mondays in the Park" concerts.

Individual Artist Services

Individual Artist Services provides financial assistance and recognition to Utah artists to further their work and provides information and assistance for artists. The program also builds public awareness of artists in Utah and their contributions to the state. Outreach funds spent for these vital efforts during fiscal year 2000 totaled more than \$28,900.

Literature Program

The Literature Program assists and encourages Utah writers throughout the state. The program works in partnership with schools, colleges, universities, libraries, publishers, media, bookstores, and literature presenters. It also involves readings, residencies, and other outreach activities in individual communities. The program also sponsors an annual writing competition with a \$5,000 publisher's prize awarded. Overall, nearly \$38,000 in outreach funds were spent for the literature program in fiscal year 2000.

Public Art Program

The Public Art Program places artwork in and around public spaces of state facilities to enhance those environments. The program also aids in building a quality public art collection for the citizens of Utah and accepts proposals for public arts commissions artists in Utah and the nation. During fiscal year 2000, \$302,000 was spent to commission and maintain public art in Utah.

In 2000, the Public Arts Program has coordinated or will coordinate projects at:

- Utah State University
- Utah State Library Division
- Division of Services for the Blind and Visually Impaired
- Children with Special Health Care Needs Clinic, Salt Lake City
- Salt Lake Community College, West Jordan campus

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- Scott M. Matheson Courthouse, Salt Lake City
 - University of Utah
 - Ogden-Weber Applied Technology Center
 - Bridgerland Applied Technology Center, Logan
 - Southern Utah University

Visual Arts Program

The visual-arts program preserves and promotes Utah's artistic heritage through the collection, documentation, and exhibition of the state's fine-arts collection as well as arts competitions, exhibitions, and fellowships. The program offers artists information and tools to assist them in developing their careers. Nearly two dozen exhibits traveled to more than 100 different institutions throughout the state including schools, community centers, libraries, colleges, and museums. The Visual Arts Program expended \$76,590 during sfiscal year 2000 for such outreach programs.

Grants Program

The Grants Program supports and is available for arts projects of nonprofit organizations throughout Utah. In fiscal year 2000, nearly \$1.2 million in grants was awarded to 206 nonprofit organizations.

Mission

The Utah Arts Council recognizes, values, and encourages artistic activities and cultural awareness in Utah's rural, urban, and suburban communities. The Council's community outreach is extensive and includes all of Utah's diverse cultures and ethnicity.

Division of State History

www.dced.state.ut.us/history

Max Evans, Director



What a wonderful job I have! Utahns love their history, and I get to be the director of the agency designated by the legislature as Utah's "authority for history." The Division of State History has a talented, hard-working, and dedicated staff. I'm fortunate to call them my colleagues and friends.

During the past year we have tried to continue to deliver the high level of service that you, the people of Utah, deserve and expect. We provide help, technical assistance, and grants to many organizations, including heritage areas; cities, towns, and counties; local historical societies, archaeological societies, and preservation organizations; developers; state and federal agencies; and others. We also serve individuals, including members of the historical society, who receive our publications; bookstore customers; owners of historical properties; researchers; students; and visitors to our exhibits. We never forget that you, our customers, are our reason for being.

We have other customers, some not yet born: my grandchildren and yours. For them we are creating a legacy as we find and preserve evidences of their past (which includes our own present). Collections of documents and artifacts, historic and prehistoric buildings and sites--they all are part of this legacy. While we look to the past, our role is to look to the future also.

We know that historical resources of all kinds are the foundation for the study, understanding, interpretation, and enjoyment of Utah's unique historical story. We acknowledge that heritage education makes better citizens, better neighbors, and better decision makers. We believe that working together as partners and within various networks is more effective and efficient than working alone. We believe that heritage programs must have the support of the public to be effective. Finally, we affirm that an understanding of the past influences public policy. These assertions, taken from our draft strategic plan, guide us as we do our work.

Utahns love their history, and I know I speak for the entire staff when I say it is our pleasure to help you, our fellow citizens, discover it, understand it, and enjoy it.

*Max J. Evans,
Director*

Division of State History

<http://history.utah.org>

Utahns love their history. They spend thousands of hours reading state and local history, searching for ancestors, researching community history, collecting artifacts, and restoring historic buildings. The Division of State History, founded over 100 years ago as the Utah State Historical Society, is the state "authority of history." The division helps citizens understand, appreciate, and preserve Utah's unique story through its many programs.

Highlights

Research Assistance

- The History Information Center provided reference services to more than 8,000 researchers, assisting them with research for everything from family history to scholarly publications. Division collections are now available on the Internet via an online collections catalog. Researchers may also access the online catalog in the History Information Center on one of three new public computers.
- The division responds to nearly 10,000 students from around the country with requests for Utah history information, including requests that come to the Utah Travel Council. Students receive material and directions to our newly developed kids' Web page (<http://history.utah.org/ForKids/forkids.html>).
- The Historical Society answered 9,308 student requests for information on Utah history during fiscal year 2000. The requests came from elementary-school students writing reports on the state of Utah.
- Patrons doing research in the Utah History Information Center: 7,734
- Visitors at the exhibit, *Utah at the Crossroads*: 68,652
- School tours: 68 (3,103 students)
- Students from Outreach: 1,821

Community Partnerships

The Office of Preservation continues its partnerships with Certified Local Governments, statewide archaeological societies and heritage areas. The heritage area/corridor development made significant progress in fiscal year 2000. The Heritage Highway organization promoted Highway 89. The Bear River Heritage Area is being organized. Federal designation for the San Rafael Swell and the Ogden Heritage areas is before Congress. The state is contemplating an official heritage area designation for

the Four Corners Heritage Area.

Conservation and Reinvestment Act (CARA)

The division has taken an active role in moving this legislation through Congress. CARA will provide significant new funding for Certified Local Governments, Utah Statewide Archaeological Society, and Heritage Areas/Corridors. In addition, it will provide more “bricks and mortar” money for Utah main streets and communities. The legislation has passed House and Senate subcommittees. It is now awaiting a Senate vote and presidential signature.

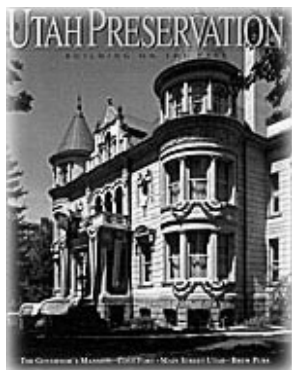
Heritage Site interpretation and protection

In partnership with the Utah Department of Transportation and Department of Administrative Services, state prison, and state parks, we are developing two important archaeological sites. They are located near the prison at Point of the Mountain and on Antelope Island.

Web site

The Historical Society has designed and implemented an improved Web site (<http://history.utah.org>) that is easy to access and navigate by the public and media and contains a special emphasis on the upcoming 2002 Olympic Winter Games in Salt Lake City.

“Utah Preservation” Magazine



A private-sector partner helped produce this new magazine. It handles advertising and production, and the division's Preservation Office provides content. This innovative partnership makes wide distribution of historic preservation information possible at a low cost to the state. The magazine covers historic preservation, archaeological interpretation, heritage tourism, resource protection and development, and interpretive projects throughout the state. Volume 4 was published in May 2000.

State Tax Credits

Since 1995, the division has successfully managed the state's investment tax credits for historic residential (owner-occupied and rental) properties. In calendar year 1999, the credit was used to renovate 54 properties. From January through June 2000, applications had been received or approved for an additional 79 properties. The credit consists of non-refundable state income tax credits for the rehabilitation of historic residences. Twenty percent of all qualified rehabilitation costs may be deducted from Utah income or corporate franchise taxes. These credits coupled with already-existing federal credits have been an important economic development tool.

Community Partnerships

- The division has established partners throughout Utah. They include strong Certified Local Governments, Heritage Areas, local history organizations, an Utah Statewide Archaeological Society local chapters. Over 90 organizations in Utah receive ongoing funding or technical assistance to carry out programs in historic preservation, historical documentation, or archaeological work.
- The division has 180 affiliates including Utah Statewide Archaeology Society chapters, Certified Local Governments, and local historical societies. The Affiliates program is open to organizations that share a common purpose with the Historical Society: to preserve and promote the history of Utah and its communities.
- The division provided \$65,926 in grants to 32 local history organizations.
- The division conducts a monthly public Brown Bag Lecture series on historic points of interest. Attendance ranges from thirty to fifty people.

Gover nor 's Mansion

- The Governor's Historic Mansion in Salt Lake City was completed in 1902. To celebrate its Centennial and the 2002 Olympics, a history of the building and a design executed in stone have been completed that makes the connection between the Utah mining industry and winter sports. The design connects cross skis with mining tools in a celebration of Utah's mining past and Olympic destiny. The Governor's Mansion will be part of important backdrops that remind us of the connection that exists between our past and future.

Col l e c t i o n s

- During fiscal year 2000, the Collections Management program completed the task of placing its books, pamphlets, photographs, and manuscripts in an online catalog.
- With the help of an LSTA grant from the Utah State Library Division, approximately 700 archival search aids have been converted and placed on the division Web site.
- The division also completed a project funded by the National Film Preservation Foundation, a nonprofit organization created by Congress to save America's film heritage. Two films were preserved: "Glen Canyon" and "1939 Antarctic Expedition."
- The Historical Society continues to operate the Southern Utah Oral History project, having collected over 80 interviews with citizens located in the Grand Staircase boundaries. Excerpts of quotes from some of those interviewed: *"Thanks so much for the transcript.... we learned a lot we didn't know....this has meant a lot to us. Thanks again."* *"Thank you for the wonderful and productive work you are doing to preserve our heritage."*

Mission

Preserving and sharing Utah's past for the present and the future.

State Library Division

www.state.lib.ut.us

Amy Owen, Director



Libraries make a fundamental difference in people's lives. In a world that sometimes seems full of bad news, libraries are very good news indeed! Most people in Utah seem well aware of that fact. The use of Utah's public libraries has increased by over 65 percent in the last decade, a level of use which places Utah seventh in the nation for the circulation of public library materials.

Why do Utahns use libraries so heavily? Perhaps it's because they understand the difference libraries can make for children. Research shows that children who have been exposed to reading before entering school do measurably better in school, and that children who read as few as six books during summer vacation maintain or gain a reading level. What better place to encourage children to read than the library?

The State Library Division's programs are designed to strengthen library service in Utah, and the Division's Regional Library for the Blind is the sole source of specially formatted reading materials for individuals with a visual or physical disability preventing them from reading regular printed material. Our staff is committed to excellence in service and to helping Utah's libraries deliver the best to the people of Utah.

Read more about our programs: Development Services, Information Services, Network Service, and the Regional Library for the Blind.

*Amy Owen,
Director*

State Library Division

www.state.lib.ut.us

When the city of Tooele opened its new public library in May 2000, it seemed like the entire town showed up to celebrate the move from the old, narrow, cramped city library into an attractive, spacious new building a block away. The new library features abundant natural lighting for children's programming, meeting and study rooms, and space for 25 computer terminals to access the Internet and PIONEER databases.

Since opening day, the community's response has embodied the enthusiasm that results when communities get new libraries. Circulation of library materials has tripled. Summer reading programs and story hours are jammed. Computer workstations are busy.

Highlights

Information Services Program

- Answered over 1,000 reference questions from 49 public libraries and 13 government entities.
- Provided 6,600 materials from the State Library's collection and over 9,000 items from other libraries across the state and nation to public libraries and state agencies.
- Offers Internet training for public libraries and state agencies, and provides comprehensive information location assistance for state employees.
- Continued to catalog, index, and distribute state-government publications to depository libraries across the state. An additional 1,100 items have been added to the Division's catalog, which now has links to online state publications.
- Twenty-three libraries in Utah received \$117,000 in federal funds to support resource-sharing programs.

Development Services Program

- Our model continuing education program, UPLIFT, was recently expanded to include an additional session of library management training. UPLIFT taught essential skills to 50 library directors and key staff, and 80 trustees attended a workshop on "building board effectiveness." Some 450 librarians and public library trustees attended other workshops and teleconferences organized or sponsored by UPLIFT.

- The statewide coordinated summer reading program sponsored by Development Services reached 80 libraries and more than 25,000 participating children.
- Two rounds of federal *Library Services and Technology Act* grants resulted in the distribution of \$829,000 of competitive grant money to public, school, and academic libraries. The funds were used to automate, add computer workstations, and improve library technological capacity to expand services to hundreds of thousands of library patrons in their communities.

21st Century Library Initiative

Many of Utah's communities cannot afford modern libraries to replace old ones without some help. State Library Division consultants know from experience that incentive funding can encourage local action. The *21st Century Library Needs Assessment* has taken on that task.

- The Needs Assessment has been made possible by a creative mix of public and private funding – \$100,000 in donations from individual libraries, communities, library friends groups, individual donors, and non-profit charitable foundations, matched by a \$100,000 grant from the Utah Permanent Community Impact Fund. By Fall 2000, a clear picture of the capital needs of Utah's public libraries will have emerged, and valuable information for individual communities will have been developed. Armed with this information, fundraising and a thorough discussion of legislative initiatives can then proceed.
- The State Library Division began the *21st Century Library Initiative* to identify issues that impact libraries and bring stakeholders together to find creative ways to turn problems into opportunities.

Network Services Program

- Utah Library Network Benchmark Grants were awarded to ten libraries statewide to bring them up to the minimum technical standards for public library Internet services. Each library now has two high-speed public Internet workstations open to allow library patrons to receive commercial databases through *PIONEER: Utah's Online Library* (<http://pioneer.lib.ut.us>).
- PIONEER passed an important milestone indicating its growth. At the end of its first three-year database licensing agreement, the PIONEER database committee sent out a statewide request for proposals for online periodical/magazine/journal databases. The users of Utah's public, academic, and school libraries, and state government agencies now have access through PIONEER to an array of full-text databases produced by EBSCO and SIRS Mandarin, Inc.

Regional Library for the Blind

- The library circulated 290,884 cassette tapes and 12,684 patrons were served by Braille books, large-print books, and descriptive videos.

Pat r o n C o m m e n t s

“Thank you for giving me the opportunity to use the ‘books on cassette’ library service. The readers are super and I can relax my eyes and truly enjoy good stories.”

“Thank you so much. The books help the long days.”

“I want you to know how grateful we are for this service. My mother loves the tapes. There have been very few that she has not liked and not listened to all the way through. I don’t know what she would do without them. You provide a wonderful service for handicapped people.”

Mission

The Utah State Library Division strengthens and improves library and information services for the people of Utah to enable them to earn a living and to make a life.

Division of Travel Development

www.dced.state.ut.us/travel

Dean Reeder, Director



“To make Utah a better place to live by increasing the economic contribution of tourism.”

With our mission statement as a constant reminder, the Division of Travel Development has embarked on a road map to generate more economic gain from tourism, rather than simply bringing more tourists to Utah.

Our premiere Internet Web site, www.utah.com, continues to achieve phenomenal visitation while undergoing continuous refreshing of interesting content. In fiscal year 2000, the site attracted 2.2 million unique visitors on 16.4 million page views. This coincides with a worldwide trend of more consumers using the Internet for travel planning information. The growth rate of the tourism sector was roughly seven percent while overall visitation increased by two percent.

The division is implementing the Olympic Legacy Plan, which will enable citizens and the tourism community statewide to maximize the benefit of associating the *Utah!* brand with Olympic values. Plan highlights include co-branding partnerships with corporate sponsors, facilitation of stories for non-accredited media, raised consciousness among Utahns for hospitality values, enhanced visitor information services, and a capital attraction campaign.

By working with Olympic sponsors, joint marketing messages are created to tie the Utah with its brand values. These promotional partnerships give added value to the corporate sponsorship and allow the state resources to be leveraged for greater reach and frequency of Utah's message.

International visitors make an important contribution to Utah's economy. As a group, they spend more and stay longer than any other identifiable segment. We have obtained the services of global media consultants to help develop additional editorial exposure for Utah stories. This effort is intended to address the challenge, according to research the division has recently conducted, that overseas awareness of Utah as a travel destination is barely over eight percent.

The tourism effort in Utah is comprised of many partners, both in the private and public sectors. I salute them all on their contribution in making Utah a great place for discovery and recovery.

Dean Reeder,
Director

Division of Travel Development

www.utah.com

In fiscal year 2000, the Utah Travel Council logged the following interesting statistics which reflect the worldwide interest in Utah as a tourist destination:

- 2.2 million Web site visits (www.utah.com)
- 20,000 E-mail requests for information
- 57,152 Telephone calls received
- 44,328 Visitors to Welcome Center in Salt Lake City
- 34,000 Promotional materials sent by request

Highlights

Marketing



The Utah Travel Council is accelerating its promotion of the uniqueness of Utah as a tourist destination. Qualitative research has verified that the advertising campaign is having an impact on efforts to refine the *Utah!* brand. The campaign includes the production of the following materials:

- **Consumer brochure:** A 16-page publication highlighting Utah as a world-class destination and introduces our national parks and other famous landscapes.
- **Video:** Hundred of hours of video shot throughout Utah were produced and will be used as part of the Travel Council's overall marketing plan. The video includes footage to be used for broadcast purposes before and during the 2002 Olympic Winter Games.
- **Spring CD photo collection:** This CD photo collection contains 24 images in high-resolution format designed for use by the news media.
- **Fall/Winter CD photo collection:** This project currently underway will be expanded to include a 48-image still photo gallery and video gallery for broadcast media use.
- **"Destination Utah!":** A summary of destination "clusters" in the state to promote the development of statewide itineraries, especially in rural areas.

O l y m p i c O u t r e a c h



The magnitude of the 2002 Olympic Winter Games presents a once-in-a-lifetime opportunity to increase awareness of Utah nationally and internationally and stimulate interest to visit the state. To take advantage of this opportunity, the Division of Travel Development has reviewed all of its international projects, contracts, and marketing materials. The division has sought the services of a global public relations firm to substantially increase media coverage of Utah destinations and to draw additional visitors to our state from around the world.

The **Utah Media Center** is an exciting new public-private partnership designed to raise awareness of Utah and increase the economic contribution of tourism to the state. The center is now ready to assist national and international journalists:

- The Utah Media Center is a resource for journalists before, during and after the 2002 Olympic Winter Games. It will provide story ideas, contacts, familiarization tours, information and images about Utah, Salt Lake City and Park City.
- The Media Center will provide a working newsroom for non-accredited media during the Winter Games.

M e d i a

A key to marketing Utah worldwide is the media. Through the efforts of the Utah Travel Council, Utah has been the subject of articles and other media coverage in the following countries:

- Germany: *Audi Owners* magazine, *Bild Atlas Guide to the Southwest*, ZDF television, featuring a 45-minute travelogue on the Park City area.
- Italy: Journalist participation in Olympic Region Media Familiarization Tour of Olympic venues, *MediaSet* television network program on Utah.
- Japan: NHK television network coverage of cultural events and destination footage.
- United Kingdom: *Evening Standard* article on Park City-area resorts, *Food & Travel* magazine, *Sunday Times* coverage of mountain biking in Moab, *Eyewitness Travel Guide* on the southwestern U.S., *Mail on Sunday* profile of southern Utah.

The Utah Travel Council staff has further promoted the state, its events, and destinations through weekly interviews and programs aired on radio stations throughout the state. The Travel Council also produces comprehensive weekly and yearly events calendars that are disseminated to the media, lodging facilities, and local tourism offices.

Advertising

Utah is joining hands with national brands and in-state entities. These partnerships are an ideal way to combine brands and have both organizations benefit mutually. The Utah Travel Council is continually seeking advertising opportunities that include branding partners both in state and nationally. The Travel Council is also interested in partnering with Olympic sponsors to focus attention on their Olympic advertising and to help further the ideals represented by the Olympic movement.

The primary target market is married men and women, ages 25-54, with children, living in the western U.S., with household incomes of at least \$75,000. Our secondary market is men and women, 25-54, elsewhere in the U.S. and world. The focus is on visitors who are most apt to fulfill the mission by:

- Planning extended stays
- Spending more while they are here
- Visiting repeatedly
- Creating opportunities to maximize year-round use

According to conversion studies, the “return on investment” for advertising is calculated at \$30.40 spent by visitors for every advertising dollar spent, based on an average party of three people staying 4.4 days and each person spending an average of \$70 per day.



The Travel Council’s advertising campaigns have integrated a wide variety of magazines, radio, and television stations. Two commercial spots, “Mountains & Mormons” and “Cowboy Luge,” were broadcast during the two weeks of the 2000 Olympic Summer Games in Sydney.

As part of the Travel Council’s Olympic research efforts, international image and awareness surveys were conducted in six key European markets and additional surveys are underway in Japan and Argentina. These surveys will provide a look at the effects of Olympic-related exposure.

Partnerships/Strategic Planning

Utah Travel Council director Dean Reeder acts as a liaison for federally appointed officials for tourism economic-development issues and with entities including Small Cities, Inc., Salt Lake Tourism Committee, Heritage Highway, Utah Arts Alliance, Community Cultural and Heritage Consulting Committee, and other organizations.

More than thirty grants were awarded to local organizations in Utah by three Utah Travel Council programs— Tourism Destination Development, Travel Region Matching Funds, and Community Partnership.

In fiscal year 2000, Destination Development produced a distribution of matching grants resulting in infrastructure enhancements for the American Heritage Center (Festival of the American West) in Wellsville.

Visitor Profiles: These reports provide complete statistical profiles of Utah visitors including demographic, psychographic, and travel pattern information. Profiles are assembled for domestic and international visitors.

Economic Impact Analysis: The annual *State and County Economic and Travel Indicator Profiles* provide information regarding the performance of the tourism industry for the year with specific attention to visitation numbers, employment, traveler spending, tourism tax collections, and occupancy rates.

Mission

To make Utah a better place to live by increasing the economic contribution of tourism.

The Utah Department of Community and Economic Development

324 South State Street
Suite 500
Salt Lake City, Utah 84111
Ph. (801) 538-8700
Fax: (801) 538-8888

Division of Business and Economic Development Division of Community Development Division of Indian Affairs

324 South State Street
Suite 500
Salt Lake City, Utah 84111
Ph. (801) 538-8700
Fax: (801) 538-8888

Division of Fine Art

617 East South Temple Street
Salt Lake City, Utah 84102
Ph. (801) 236-7555
Fax: (801) 236-7556

Division of State History

300 Rio Grande
Salt Lake City, Utah 84101
Ph. (801) 533-3500
Fax: (801) 533-3503

State Library Division

250 North 1950 West, Suite A
Salt Lake City, Utah 84116-7901
Ph. (801) 715-6777
Fax: (801) 715-6767

Division of Travel Development

Travel Council
Council Hall-Capitol Hill
Salt Lake City, Utah 84114
Ph. (801) 538-1900